

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1951)
Heft: 4

Artikel: Notes and news
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798818>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 02.05.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Notes and News

« Switzerland buys British »... but exports textiles too!

The Ambassador, our English counterpart, whose high standard and perfect presentation are so well known, devotes twenty or so pages of its latest number (11/1951) to the Swiss market for the products of the British textile and clothing industries. This interesting series of articles, appearing under the title « Switzerland buys British », clearly shows the importance of the Swiss market for foreign exports. This market was « liberalised » without even waiting for the conclusion of agreements within the framework of the Organisation of European Economic Cooperation and the European Payments Union, and competition is free subject only to the laws of supply and demand; this is moreover the reason why so many foreign products are found here, both ordinary consumer goods and luxury

products, which fact is appreciated not only by Swiss consumers but also by foreign visitors to this country.

Although Switzerland imports finished products from abroad, it must not be forgotten that it is also a manufacturing and exporting country. Liberal with regard to other countries whose consumer goods it buys, it naturally relies on a system of reciprocity to be able to dispose of its quality articles. Among these, the products to which the periodical *Textiles Suisses* is devoted occupy an important place. As the reader may see for himself, Swiss fabrics are found everywhere, in the salons of Haute Couture in Paris, in the best London houses and in the fashion houses of California. That is why we may say that although « Switzerland readily buys foreign products... » it also exports and sells its own products all over the world.

3rd International Silk Congress

The International Silk Association, which first saw the light of day in Zurich, held its third congress in London from September 10th to 14th. Sixteen countries, among them Switzerland, were represented by some 200 delegates. The organisation of this event was perfectly carried out and the English made a great success of the whole affair, as can be seen by a glance at the British trade press.

We cannot discuss at any length in these notes the work of this important meeting and the decisions that were made there. Let us simply draw attention in passing to the vast campaign in favour of silk that is shortly to be launched and the Japanese plan aiming at the stabilisation of the prices of raw silk, the benefits of which will be felt throughout the whole silk market.

Bicentenary of Embroidery at Saint-Gall

As recently pointed out by the *Textil-Revue*, our contemporary in Zurich, from which we have taken the following information, it is two centuries now since the embroidery industry was introduced into Saint-Gall. The authors, who are agreed as to the date of 1751, differ however as to the manner in which the art of embroidery was actually introduced into eastern Switzerland. Some hold that it was some merchants of Saint-Gall living at Lyons, or visiting that town on the occasion of one of its fairs, who saw two Turkish women embroidering on silk. The idea came to them of having the same work carried out at home on white

cotton fabrics, and they either brought back with them to Saint-Gall the two Turkish women or a woman to whom these two had taught their art. Another chronicler tells us that embroidery was introduced by a local woman who had learnt it in a convent in the south of Germany. This second version does not seem to be based on much fact, although it is known that embroidery was carried out at the time on canonicals in convents in Germany and Switzerland. Whatever may be the origin of this main industry of Saint-Gall, the manufacturers of this speciality may well be proud of a two-centuries' old tradition.

19th Swiss Export Week

Manufacturers of dresses, coats, suits, blouses, skirts, sportswear, raincoats, jersey and knitted wear, etc. — forty-four firms in all — showed their 1952 spring and summer collections in Zurich from November 19th to 24th.

As far as we can tell from a brief enquiry — rapid and superficial it is true — the results seem to have been rather varied. Some firms do not seem to be entirely satisfied with the business concluded, but most of them however

declared themselves to be delighted with the presence of so many buyers and with the sales recorded. Particularly noticeable were the usual large contingent of firms from Holland, the Belgian buyers, the Swedes and Germans, all inspired with a great desire to buy; but there were also clients from England, France and other countries. Naturally it is still too early to obtain detailed and reliable infor-

mation on the way business went. As for the collections themselves, they seem to us to confirm what has been said elsewhere regarding fabrics, i.e. that for want of any very marked changes, they bear witness to the search for new materials and new combinations of materials, worked surfaces and structural effects.

After the first centenary . . .

Pfenninger Cloth Mills Ltd., Wädenswil, have just celebrated the 125th anniversary of their foundation. This firm was founded in 1826, taking the name of Pfenninger in 1887, and after many expansions has developed into the well-known concern that it is to-day. At first it only went in for the manufacture of cloth, as its name implies and as was the case with all Swiss woollen mills. At that time it had 40 hand-looms. About 1880, it had 15 mechanical looms, and in 1914 it boasted no less than 100.

It was during the first World War that it added a small worsted spinning department. At the present day, Pfenninger, with its many years of experience behind it, is a modern establishment, producing under the best conditions all kinds of worsted and woollen fabrics for men and women's wear, and thus contributing to the good reputation of Swiss wool textiles all over the world.

We offer our congratulations and sincere good wishes to the Pfenninger Cloth Mills on this occasion.

A Jubilee

We take pleasure in drawing attention to the jubilee of Mr. Georges Steinmann-Sautter, who celebrated on October 1st, 1951 the fiftieth anniversary of his entrance into the firm of *Gattiker & Steinmann of Richterswil*, so well known to our readers.

Mr. Steinmann-Sautter who was 75 this year, still works member of the direction board, with the same energy as he did half a century ago, and *Textiles Suisses* wish to take the opportunity here of wishing him many long years of good health.

German Industrial Exhibition of Berlin

(6th - 21st of October 1951)



The stand of embroideries and fine cotton fabrics from Saint-Gall, realised by the Exhibition Department of the Textile and Fashion School of the Industry, Arts and crafts Museum of Saint-Gall (Mr. Hans Stettbacher)

Index des annonceurs et des maisons mentionnées dans la partie rédactionnelle

Index of Advertisers and Firms contributing to the Editorial Features of this Number

Indice de los anunciantes y de las casas mencionadas en las páginas de texto

Verzeichnis der Inserenten und der im redaktionellen Teil erwähnten Firmen

BOUTONS — BUTTONS — BOTONES — KNÖPFE

Kaspar Humbel, Uetikon a. See 114

BRODERIES ET DENTELLES — EMBROIDERIES AND LACES — BORDADOS Y ENCAJES — STICKEREIEN UND SPITZEN

Eisenhut & Co., Gais 104
Eugster & Huber, St-Gall 111
Christian Fischbacher Co., St-Gall 20
Forster Willi & Cie, St-Gall 21, 51, 53
H. Frei & Cie, Diepoldsau 35
R. & W. Graf, Rebstein 104
Robert Halter S. A., St-Gall 104
Theodor Locher, St-Gall 88
E. Mettler-Müller S. A., Rorschach 105
A. Naef & Cie, Flawil 40, 119
J. G. Nef & Cie, Herisau 14
Oertle & Cie, Teufen 118
Reichenbach & Cie, St-Gall 28, 89
Jacob Rohner S. A., Rebstein 29
Sailer & Schoensleben, St-Gall 117
Jakob Schläpfer, St-Gall 111
Walter Schrank & Cie, St-Gall 116
Ed. Sturzenegger S. A., St-Gall 35, 104
Sturzenegger & Tanner & Co. S. A., St-Gall 35
Taco S. A., Zurich 1
Union S. A., St-Gall 28

CARTES DE COULEURS — COLOR CARDS — CLAVES PARA LOS COLORES — FARBENKARTEN

Silor, Studio Color, Zurich 12, 90

CHAPEAUX — HATS — SOMBREROS — HÜTE

E. Baehler Bern A.-G., Bern 92

CHAUSSURES — SHOES — CALZADOS — SCHUHE

Chaussures Bally S. A., Schoenenwerd 33

COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme, Bâle IV

CONFECTION ET LINGERIE EN TISSU — WOVEN READY- MADE WEAR AND UNDERGARMENTS — ROPAS HECHAS Y ROPA INTERIOR DE TEJIDO — KONFEKTION UND WÄSCHE AUS STOFF

Emil Anderegg S. A., Weinfelden 27, 30, 98
Egger, Eisenhut & Co., Aarwangen 30
Ed. Engele & Co., Coire 35
Franz Heusser, Zurich 35
E. Kneubühler, Zofingue 117
Otta S. A., Zurich 99
Respolco S. A., Zurich 30
Sanco S. A., Zurich 110
Schellenberg, Sax & Cie S. A., Trübbach 110

CRAVATES — NECKTIES — CORBATAS — KRAWATTEN

Ferrin, Racloz & Cie, Genève 84
S. Kirschner, Zurich 85

DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

A. Glatz (parasols, sunshade, quitasoles, Sonnenschirme),
Frauenfeld 99, 120
Alfred Rosenstiel (sous-bras — dress-shields — sobra-queras
— Armblättern), Zurich 107

ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES — SCHÄRPEN UND VIERECK- TÜCHER

Emil Anderegg S. A., Weinfelden 27
F. Blumer & Cie, Schwanden 5, 30, 83
C. L. Burgauer & Cie, Zurich 81
Hans Fierz, Zurich 118
Christian Fischbacher Co., St-Gall 20

J. Kreier-Baenziger's Erben, St-Gall 82
Siber & Wehrli S. A., Zurich 4
Stoffel & Cie, St-Gall 15
Arthur Vetter & Cie, Zollikon 120

FILÉS ET RETORS — YARN AND TWISTS — HILADOS Y TORCIDOS — GARNE UND ZWIRNE

Bäumlin, Ernst & Co., St-Gall 120
Boppard & Co., Goldach 103
Filtex S. A., St-Gall 67
Spinnerei an der Lorze, Baar 35, 109
Trub & Co. S. A., Uster 30
Emil Wild & Co., St-Gall 35
R. Zinggeler S. A., Zurich 25
Zwicky & Cie, Wallisellen 109

FILS A COUDRE — SEWING THREADS — HILOS DE COSER — NÄHFADEN

E. Mettler-Müller S. A., Rorschach 30, 114
Zwicky & Cie, Wallisellen 109

EXPOSITIONS — EXHIBITIONS — EXPOSICIONES — AUS- STELLUNGEN

Foire Suisse d'Echantillons, Bâle 55

GARNITURES EN MÉTAL — METALTRIMMINGS — GARNICIONES EN METAL — METALLGARNITUREN

Burgin & Cie S. à r. l., Schaffhouse 91

LAINES — WOOL — LANA — WOLLE

Tissages Bleiche S. A., Zofingue 16
F. Hefti & Co. A.-G., Hätzingen 18
Pedolin's Erben A.-G., Chur 102
Pfenninger & Cie S. A., Waedenswil 78
Tissage de laine Rütli S. A., Rütli-Glaris 73
Filatures réunies de laine peignée de Schaffhouse et de
Derendingen, dép. Tissage, Derendingen 19, 72
Schild S. A., Berne et Liestal 71
F. & E. Stuckli's Söhne, Steffisburg 102

MONTRES — WATCHES — RELOJES — UHREN

Manufacture des Montres Doxa S. A., Le Locle 33, 94

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Albin Breitenmoser S. A., Appenzell 113
Christian Fischbacher Co., St-Gall 20
Honegger & Cie S. A., St-Gall 30, 86
Mily Huber-Lehner, Appenzell 86, 112
Société Anonyme A. & R. Moos, Weisslingen 25
Oertle & Co., Teufen 11
Jakob Rohner S. A., Rebstein 29
Sailer & Schoensleben, St-Gall 117
Stoffel & Cie, St-Gall 15
Tatex S. A., Bruog 108
Union S. A., St-Gall 28

OUATE ET OUATINE — WADDING AND COTTON-WOOL LINING — HUATA Y HUATINA — WATTE UND WATTRELIN

Grossmann & Cie, Thalwil 108

RUBANS — RIBBONS — CINTAS — BÄNDER

Sarasin & Cie S. A., Bâle 117
Senn & Cie S. A., Bâle 105

TEINTURIERS, IMPRIMEURS, FINISSEURS — DYERS, PRINTERS, FINISHERS — TINTOREROS, ESTAMPADORES, APRESTADORES — FÄRBER, DRÜCKER, APPRETEURE

A.-G. Cifander, Herisau 30, 35
Clavel & Lindenmeyer S. A., Bâle 10
Heberlein & Cie S. A., Wattwil 31
Société Anonyme A. & R. Moos, Weisslingen 25
Weberei Sirmach, Sirmach 35
Stoffel & Cie, St-Gall 15
Zwicky & Cie, Wallisellen 109

TISSUS DE COTON, SOIE, LIN, RAYONNE ET FIBRANNE — COTTON, SILK, LINEN, RAYON AND SPAPLE-FIBRE FABRICS — TEJIDOS DE ALGODON, SEDA, LINO, RAYON Y FIBRANA — STOFFE AUS BAUMWOLLE, LEINEN, SEIDE, KUNSTSEIDE, ZELLWOLLE

L. Abraham & Cie, Soieries S. A., Zurich	36
Albrecht & Morgen S. A., St-Gall	66, 101
Emil Anderegg S. A., Weinfelden	27, 30, 77
Appenzeller-Herzog & Cie, Stäfa-Zurich	101
Jakob Baenziger S. A., St-Gall	63, 114
Les Fils d'Adolphe Bloch, Zurich	103
S.-J. Bloch Fils & Cie S. A., Zurich	119
Bosshard-Bühler & Cie S. A., Wetzikon-Zurich	6, 58
Rudolf Brauchbar & Cie, Zurich	8, 57
Burgauer & Co. S. A., St-Gall	30, 113
Elsaesser & Cie S. A., Kirchberg/Be	30
Emar S. A., Zurich	11, 60
Eugster & Huber, St-Gall	111
Hans Fierz, Zurich	118
Filtex S. A., St-Gall	67
Christian Fischbacher Co., St-Gall	20, 87
Gattiker & Steinmann, Richsterswil	23, 78
Gessner & Cie S. A., Zurich	102
Berthold Guggenheim Sohn & Co., Zurich	1
H. Gut & Cie S. A., Zurich	7
Haas & Cie, Zurich	62
Heer & Cie S. A., Thalwil	2, 59
Joseph Heim & Co., Zurich	35
Hirzel & Co. S. A., Zurich	118
Honegger & Co. S. A., St-Gall	30, 68, 76, III
Max Kirchheimer, Zurich	111
Erwin Landolt, Zurich	112
Leemann & Schellenberg S. A., Zurich	114
H. Menet-Guyer & Cie, Waldstatt	119
Mettler & Cie S. A., St-Gall	22, 30
Société Anonyme A. & R. Moos, Weisslingen	25, 70
G. Muller-Renner S. A. (Jersey), Kreuzlingen	110
Naef Frères S. A., Zurich	13, 61
J. G. Nef & Cie, Herisau	14, 74
Palma & Cie S. A., Zurich	102
Arthur Porgès, Genève	69, 103
Reichenbach & Cie, St-Gall	28, 68

Tissage mécanique de soieries Rütli, Zurich	100
S. A. pour l'industrie textile à Bâle, Bâle	35
Schneidinger Frères, Zurich	62, 103
Karl Schoch & Co., Zurich	35
Ernst Schurpf & Cie S. A., St-Gall	30
Siber & Wehrli S. A., Zurich	4
Weberei Sirmach, Sirmach	35
Stehli & Cie, Zurich	3, 56
Stoffel & Cie, St-Gall	15, 52, 53, 65
Sturzenegger & Tanner & Co. S. A., St-Gall	35
S. A. Stünzi Fils, Horgen	9, 38, 39
Taco S. A., Zurich	1, 64
Etabl. A. Uhlinger, Bâle	35
Union S. A., St-Gall	28
Hugo Wachs & Co., St-Gall	34
Tissage Wallenstadt, Wallenstadt	24
Weisbrod-Zurrer Söhne, Hausen a. A.	35
Seidenweberei Wila A.-G., Zurich	120
Winzeler, Ott & Cie, S. A., Weinfelden	69, 75, 116

TRICOT ET JERSEY (VÊTEMENTS ET LINGERIE) — KNITTED AND JERSEY GOODS (APPAREL AND UNDERWEAR) — ARTÍCULOS DE PUNTO (VESTIDOS Y ROPAS INTERIOR) — TRIKOT UND JERSEY (KONFEKTION UND WÄSCHE)

Hochuli & Cie, Safenwil	96, 107
Jakob Laib & Cie, Amriswil	96, 106
Johann Muller S. A., Strengelbach	30, 107
A. Naegeli Trikotfabriken Berlingen und Winterthur, Winterthur	30, 105
Boris Oumansky & Co., Genève	93, 115
J. F. Rohrer-Bolliger, Romanshorn	96
Al. Ruckstuhl, Bas Royal, Wil	106
Ruegger & Cie, Zofingue	106
Ruepp & Cie S. A., Sarmenstorf	30, 95
Ryff & Cie S. A., Berne	96, 115
Jos. Sallmann & Cie, Amriswil	111
Wirkerei A.-G. Uster, Zurich	117
Vollmoeller, Fabrique de bonneterie Uster, Uster	107

TULLE — NET — TUL — TULL

Société suisse de l'industrie tulleière S. A., Munchwilen	100
-----------------------------------------------------------	-----

Where to subscribe to « TEXTILES SUISSES »

Subscriptions run from the date of receipt by the editor. No back number can be supplied

Australia.	Oversea Trade Co., Victoria House, 83, Pitt Street, Sydney.	New Zealand.	Universal Business Directories Ltd., 44-46, Kingston Street, Auckland.
British West Africa.	Consulate of Switzerland, P. O. B. 359 Swanmill, Station Road, Accra (Gold Coast).	Netherlands.	Nederlandsch - Zwitsersche Kamer van Koophandel, Keizersgracht 753 a., Amsterdam.
Canada.	Legation of Switzerland, 5, Marlborough Avenue, Ottawa. Mr. R.J. Taber, 99, King Street West, Toronto (Ont.). Swiss Sales Agencies, 417, St. Peter Street, Beardmore Building, Montreal.	Pakistan.	Legation of Switzerland, Clifton No 98 off Partab Singh Sethi Road, Karachi.
Ceylon.	Consulate of Switzerland, Hongkong Bank Building, Prince Street, P. O. B. 164, Colombo.	Philippines.	Consulate of Switzerland, Calle Juan Luna, 402 Wilson Building, Manila.
China.	Legation of Switzerland, 8 C. Nan Ho Yen, Peking. Consulate General of Switzerland, Weihaiwei Road 771, Shanghai 9. Swiss Chamber of Commerce, 9, Chung Shan Road (e. II), Shanghai.	Rhodesia (North).	Swiss Office for the Development of Trade B. P. 1153, Elisabethville (Belgian Congo).
Cyprus.	Mr. Shukuroglou, Swiss Consular Agency P. O. B. 123, Nicosia.	South Africa.	Consulate General of Switzerland, Export Service, 520-526, Maritime House, Johannesburg - Transvaal. Consulate of Switzerland, Commercial Section, P. O. B. 37, Cape Town - P. C.
Denmark.	A. C. Illum Handelshus A/S Ostergade 52-54, Copenhagen.	Straits Settlements.	Consulate of Switzerland, Union Building, Collyer Quay, Singapore.
East Africa.	Consulate of Switzerland P. O. B. 102, Tanga (Tanganyika) B. E. A.	Sweden.	Nordiska Kompaniet, Hamngatan 18-20 Stockholm.
Egypt.	Swiss Chamber of Commerce, 8, Malika Farida Street, P. O. B. 352, Cairo. 40, rue Safia Zaghoul, P. O. B. 836, Alexandrie.	Switzerland.	Swiss Office for the Development of Trade, Riponne 3, Lausanne.
Ireland.	Eason & Son Ltd., 79-82, Middle Abbey Street, Dublin.	Thailand.	Legation of Switzerland, Diethelm Building, New Road, Bangkok.
Great Britain.	S. F. & Partners Ltd., Bloomsbury Square 4 a, London W. C. 1.	U. S. A.	The International News Company, 131, Varick Street, New York 13 (N. Y.). Legation of Switzerland, 2900 Avenue Cathedral N. W., Washington 8 (D. C.). Consulate General of Switzerland, 444, Madison Avenue, New York 22 (N. Y.). Consulate of Switzerland, Lincoln tower, 75 East Wacker Drive, Chicago 1 (Illinois). Consulate of Switzerland, Atlas Bank Building 901, Walnut Street 524, Cincinnati 2 (Ohio). Consulate of Switzerland, 511 W.M. Garland Bldg., 740 South Broadway, Los Angeles 14 (Cal.). Consulate of Switzerland, 505 International Building, New Orleans 12 (La.). Consulate of Switzerland, 1421, Chestnut Street, Philadelphia 2 (Pa.). Consulate of Switzerland, 55, New Montgomery Street, San Francisco 5 (Cal.). Consulate of Switzerland, 1331, Third Av. Seattle 1 (Wash.). Consulate of Switzerland, 1012, Ambassador Building, 411, N.7th Street, St. Louis (Mo).
India, Ceylon, Burma.	Swiss Trade Commissioner for India, Ceylon and Burma, Gresham Assurance House, Sir Phirozchah Mehta Road, Box 102, Fort-Bombay.		
Indonesia.	Consulate of Switzerland, Djalan Diponegoro 5, Diakarta - Java.		
Iran.	Legation of Switzerland, 281, Avenue Jalé, Téhéran.		
Irak.	Office Commercial Suisse pour le Proche-Orient, B. P. 809, Beyrouth - Liban.		
Israël.	Consulate of Switzerland, P. O. B. 71 Jerusalem - Talbieh. Groupement Suisse pour le Commerce avec Israël (GSI), P. O. B. 2117, 18 Ahad Haam St., Tel Aviv.		
Japan.	Mr. Seichi Fukui, No 2/192, Takaai-cho, Higashiumiyoshi-ku, Osaka.		

Subscribe to « TEXTILES SUISSES » (« Swiss Textiles »)

and we shall be happy to register your name on our mailing list !